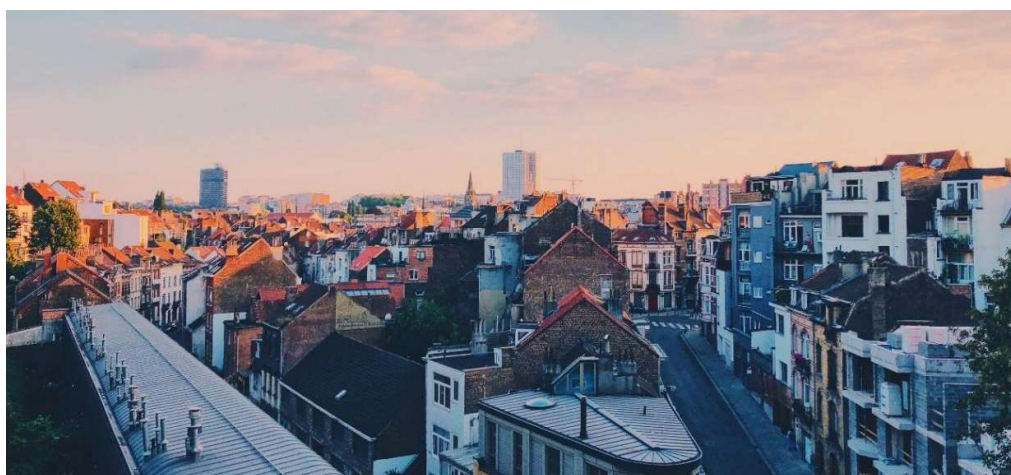




D6-4 • Final report on dissemination activities



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D6-4 • Final report on dissemination activities

Abstract

This report gives an comprehensive overview of the communication and dissemination activities carried out through the REFEREE project to raise its visibility and ensure the uptake of its work, in particular the REFEREE tool, by a large audience of potential users. This plans presents the main communication channels and strategy used for the project and explore in more details the activities conducted to reach the two main communication objectives of the REFEREE project, namely raise awareness about energy efficiency and its multiple benefits, and promote the use of the REFEREE policy assessment tool. Lastly, this report reflects on the final outcomes and KPIs of the project.

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Table of contents

1. Introduction.....	5
2. Presentation of the main REFEREE communication tools and strategy	6
2.1. Defining and implementing a coherent communication strategy	6
2.2. Designing a fitting visual identity	12
2.3. Creating an attractive website.....	15
2.4. Engaging audiences through social media.....	18
2.5. Reaching key stakeholders via mailings.....	20
3. Raising awareness about energy efficiency and its multiple benefits	21
3.1. Creating appealing visual content.....	21
3.2. Taking on a policy perspective.....	23
3.3. Conducting digital awareness campaigns	24
3.4. Reaching a wide audience through newsletters	26
4. Promoting the REFEREE policy assessment tool.....	29
4.1. Creating communication materials and promoting the tool digitally	29
4.1.1. <i>Introducing the project</i>	29
4.1.2. <i>Explaining and launching the tool</i>	30
4.1.3. <i>Materials to present the results</i>	33
4.2. Promoting the tool in the media	34
4.2.1. <i>Articles</i>	34
4.2.2. <i>REFEREE press release</i>	37
4.2.3. <i>Features in other media and publications</i>	38
4.3. Promoting the tool through academic publications	40
4.4. Promoting the tool during meetings and events.....	43
4.4.1. <i>Bilateral meetings with key stakeholders</i>	43
4.4.2. <i>Presentations during external events and joint events</i>	44
4.4.3. <i>Internal events - workshops</i>	52
4.4.4. <i>Internal events - final events</i>	57

5. Achieving our KPIs	62
6. Conclusion.....	65
7. Appendixes	66
7.1. Communication Plans - Initial version (May 2021)	66
7.2. Communication Plans - Revised version (March 2023).....	67
7.3. Communication Plans - Revised version (September 2023).....	69
7.4. Press release	71

1. Introduction

The main outcome of the REFEREE project is the development of a free online tool that assesses the real impacts (especially non-energy impacts) of energy efficiency measures at the national and local levels.

Work package 6 (WP6) of the REFEREE project focuses on **dissemination activities**. Its main two objectives are:

- *Objective 1* - To raise awareness about energy efficiency and its multiple non-energy benefits, and encourage stakeholders to take them into account in their field;
- *Objective 2* – To inform about the general developments of the project and to promote the REFEREE tool to a diversity of stakeholders, including policymakers.

This dissemination report describes the various dissemination activities undertaken to reach these two goals throughout the project (October 2020 – June 2024) and estimates their impact.

This report is divided into four main Chapter:

- Chapter 2 presents the communication strategy for REFEREE as well as the communication tools used to implement this strategy;
- Chapter 3 describes the communication activities carried out to fulfil Objective 1 of raising awareness about the multiple benefits of energy efficiency and assesses their impact individually;
- Chapter 4 looks at all the activities carried out to fulfil Objective 2 of promoting the REFEREE tool and assesses their impact individually;
- Chapter 5 evaluates the extent to which the project has reached its dissemination objectives and gives an overview of the outcomes of the project in this regard.

2. Presentation of the main REFEREE communication tools and strategy

This section describes the main REFEREE communication tools that were used continuously during the project. It is divided into five subsections examining the work carried out to:

- define and implement a coherent communication strategy
- design a fitting visual identity;
- create an attractive website;
- engage audiences through social media;
- reach key stakeholders via mailing.

2.1. Defining and implementing a coherent communication strategy

A [first communication strategy](#) was designed and submitted in May 2021. It identified the key audiences and delivered a **mapping of the stakeholders** involved in the value chain for dissemination and exploitation activities. It identified target groups which can benefit the most from the project, as described below.

These target groups did not fundamentally change throughout the course of the project, although some minor shifts did occur to match the capacities of the tool, for instance a stronger focus on energy agencies rather than on financial institutions, as well as an intentional targeting of regions and cities since the local the project implemented a full new module oriented specifically for localities, envisaged for bringing in additional information to local decision makers on direct and indirect benefits of decarbonisation policies, which was not originally foreseen.

The target groups identified for the REFEREE project were the following (for the complete mapping please refer to the [first communication strategy report](#)) :

- Policymakers
 - at all governance levels: policymakers (working on energy efficiency or in policy areas that are impacted by energy efficiency measures as shown by the analysis of the multiple co-benefits;
 - at the subnational level: City councils: Mayors, deputy mayors and advisers working on topics related to energy efficiency (e.g., urban policy, transport, health); Specific municipalities who express their interest in energy efficiency measures, including those involved in the EU Research and Innovation Mission on 'smart and climate-

- neutral cities'; Regional and district authorities in countries involved who work on REFEREE-related topics;
- at the national level: Officials in ministries that can benefit from the tool (e.g. ministries in charge of energy, economic affairs, health, labour); Agencies and authorities on energy and REFEREE-relevant areas (e.g. Italian ENEA and Gestore Servizi Energetici, GSE; the Spanish Institute for Diversification and Saving of Energy IDAE; ADEME in France, etc.);
 - at the European level: European Commission officials, Members of the European Parliament and of other institutions.
 - Opinion leaders: journalists, civil society organisations, businesses, academia, research institutions and think tanks.
 - Networks and multipliers: The European Economic and Social Committee; European and national consumer organisations (e.g. BEUC); City organisations (e.g. Energy cities, EUROCITIES, CPMR), health networks, labour associations, housing organisations, Voluntary partnerships and international organisations, etc.
 - Businesses: in the building, transport and industry sectors, European renewable energy associations, etc.
 - Financial institutions: International institutions, European institutions, National Promotion Banks/ National development banks, The Energy Efficiency Financial Institutions Group - Pension funds - Public-private partnerships
 - Households: Consumer associations at EU level and national level; Local actors including authorities mobilised through umbrella organisation and pilot case studies, and local civil society organisations working with citizens.
 - Scientific community: Academia and research institutes, related research projects and more specifically, modellers who can benefit from the open-source code for the tools.

In the second phase of the dissemination of the project, a broader targeting typology was adopted to reflect the level of expertise of audiences and thus the type of language and wording to adopt in each case. Thus, there are only **three main target audiences** mentioned in the rest of the report, namely:

- **Target 1: general public**
- **Target 2: wider EU and national energy network**
- **Target 3: potential users of the tool**

Target 2 and 3 had strong overlapping potential and were often brought together during communication efforts since many actors in the energy world could be interested in using the REFEREE tool.

In addition to stakeholders' mapping, a cornerstone of the communication strategy for the REFEREE project was the **dissemination timeline**. This timeline would come to evolve with the project itself and in particular with the stage of development of the REFEREE tool and was thus updated regularly. The initial dissemination timeline is available in Annex 1 (May 2021), while the updated dissemination timelines (March 2023 and September 2023) are available in Annex 2 and 3 respectively.

The dissemination timeline below constitutes the latest version of this strategy (January 2024) as the final stretch of activities during the last six months of the project. The version below includes updates from June 2024 in order to present the actual activities that took place, with the column on the right describing and explaining any deviation to the original plan.

When (revised provisional dates*)	What	Who	Deviation compared to latest plan
PAST (as of 1 st of January 2024)			
Q1/Q2 2023			
18 January 2023	Infographic about the multiple benefits of energy efficiency	JDI	n/a
5 April 2023	Leaflet about the REFEREE tool	JDI	n/a
12 May 2023	Video about the multiple benefits of energy efficiency	JDI	n/a
Q3 2023			
27 July 2023	Policy brief about the multiple benefits of energy efficiency and how to integrate them into policy design	JDI	n/a
13 September 2023	Newsletter n°1, focusing on the policy dimension of the project	JDI	n/a
19 September 2023	Enlarged PAG meeting n°4	JDI	To ensure we receive the best feedback and to prepare for the dissemination phase following the launch of the tool, additional invitations were sent to expand the Policy Advisory Group.
Q4 2023			
December 2023	"Are you energy efficient" publication	EEB	Although a possible collaboration with BEUC as initially thought did not pan out, the publication took on a very

			consumer-oriented approach and was timely published during the winter of 2024. In addition, a social media campaign was carried out in March 2024 to increase outreach.
December 2023	Newsletter n°2, focusing on energy efficiency from a consumer perspective	JDI	n/a
UPCOMING (as of 1 st of January 2024)			
Q1 2024			
Planned: January-May 2024* Done: January-June 2024	End of online workshops with local and regional policymakers	BAUM	In the end, due to the delay in the launch of the tool, most of these workshops were organised in the framework of the case studies during the piloting phase, but still contributed to a better understanding of the tool and to its dissemination among local policymakers. These workshops were also instrumental to engage additional municipalities during the national dissemination events.
Planned: March 2024* Done: 3rd of April 2024	Last PAG meeting about the final version of the tool and the tutorial	JDI	To accommodate the last development efforts and the creation of tutorial and guidance materials, the last PAG meeting was held on the 3 rd of April 2024.
Planned; March 2024* Done: 25 June 2024	Policy breakfast at the Committee of Region (engagement/ dissemination seminar)	EEB	Due to the late launch of the tool and to avoid organising a similar event as the final conference during the EUSEW, the REFEREE tool was instead presented directly to the members of the Commission for the Environment, Climate Change and Energy (ENVE) of the Committee of the Regions during their meeting of 25 June 2024. This helped reach the right audience – focusing more on the local/regional levels – for the REFEREE tool and integrated REFEREE into the discussion about the state of regions and cities and the future of the Green Deal.
Q2 2024			

Planned: March 2024* Done: 19 April 2024	Newsletter n°3 to launch the tool and promote the final event	JDI	The newsletter to launch the tool was delayed one month due to the date of the last PAG meeting.
Planned: March-June 2024* Done: 13 May 2024	Press release about the project and the easy-to-use tool will be sent out to journalists (specialised in energy, health, economy and Europe).	JDI	n/a
Planned: End of March/ April 2024* Done: 6 June 2024	Dissemination seminar with financial institutions in Brussels or Luxembourg	BAUM	The development of the tool led to a different set of capacities than originally predicted. Therefore this event targeted at financial institutions was replaced by an event targeted at national energy agencies, whose needs fit more closely with the tool's features. To ensure the participation of agencies from several EU countries and maximise outreach, the event was held online. It was held on June 6 th .
Planned: April/May 2024* Done: January/June 2024	Final national dissemination events	CSD	n/a
Planned: May/June 2024 June 2024* Done: 12 June 2024	Final conference in Brussels	EEB	n/a
Planned: June 2024 Done: 26 June 2024	Newsletter n°4: Final results of the project	JDI	n/a

End of June 2024	Reporting on all communication and advocacy activities	JDI	n/a
OTHER ACTIVITIES Q1-Q2 2024			
ONGOING UNTIL THE END OF THE PROJECT	Presentation of the Referee tool during external events	All partners	N/A
	Bilateral meetings with decision-makers / officials to promote the tool	EEB (+ case studies leaders)	N/A
	Contribution to academic research	CE	N/A
	Updating the website	JDI	N/A
	Promoting the tool, the project activities and raising awareness on energy efficiency on our social media channels	JDI	N/A

The following sections describe in more details the communication instruments used and the activities carried out as foreseen in this plan.

The communication strategy of the REFEREE project relied on different **communication tools**, described in the rest of this chapter (Chapter 2). The **activities** presented in the communication plan and their impact are described in Chapter 3 and 4 of this report.

Lastly, to complete this communication strategy, some **risks** were identified and some **mitigation measures** were taken during the course of the project to ensure REFEREE reaches its objectives across the board.

The first main risk was a low engagement of stakeholders. During the piloting phase, this risk translated mostly in the low involvement of the members of the Policy Advisory Group, with additional constraints being the lengthy nature of the project and external factors such as the COVID pandemic which led to several meetings being held online rather than in-person. To mitigate this risk of low engagement, an enlarged PAG was organised in Brussels in September 2023, bringing up new PAG members, whose expertise was relevant and in line with the capacities of the tool, but also who were key stakeholders in order to anticipate and prepare for the dissemination phase and the promotion of the tool once launched. During the dissemination phase, this risk was associated with the next

risk (delay to deliver the tool) and thus potential difficulties to engage stakeholders without a publicly available tool or having less time and thus opportunities to present and promote the tool to stakeholders. The mitigation measures in this case relied mostly on promoting the REFEREE project and tool digitally before the official launch of the project to create anticipation and to prioritise bigger events with the right final audience - a refocusing of activities of sorts - leading to meaningful impact, rather than to spread dissemination activities too thinly for likely lower rewards.

The second big risk identified over the course of the project was the delay in the launch of the tool, initially foreseen in March 2023, while the actual public launch occurred in April 2024. This impacted dissemination activities, with some having to be shifted during the piloting phase, and other having to be either moved online, scaled back or organised within a tight timeframe of three months. The mitigation measures and all the preparation work done however was highly efficient and allowed for very good outcomes, exceeding initial expectations (see chapter 5).

The third, more minor, risk was the difficulty to raise awareness about energy efficiency to a wider audience due to the highly technical nature of the REFEREE tool and the complex modelling behind it. This was easily avoided by developing communication activities and materials specifically with this purpose and target audience (Target 1) in mind, in line with the two main dissemination objectives of the REFEREE project. This is easily seen in this report, as the two objectives are clearly distincts (see Chapters 3 and 4 respectively).

The rest of this Chapter describes the main communication tools used to carry out effectively our communication strategy.

2.2. Designing a fitting visual identity

The REFEREE visual identity was created between October and December 2020. The aim was to have a distinct, recognisable identity that fits with the project's purpose and appeals to the tool's final audience. The colours and logo are at the heart of this visual identity and would define the rest of the project.

An online survey was used to collect the expectations of the partners and identify keywords and ideas that would help create a fitting visual identity. In the end, three main adjectives to define REFEREE were selected collectively:

- Applicable (associated words: clear, useful, current, local stakeholders)
- User-friendly (for everyone, easy-to-use, sustainable)
- Accessible (innovative, cooperation, a reference for energy efficiency)

The identity of REFEREE is thus needed to demonstrate how reliable and useful the tool is to promote the energy transition on a long-term basis. At the same time, the tool was to appeal to non-modellers and decision-makers beyond the traditional energy sector and convey the idea of benefits for society as a whole.

On top of this survey, 12 mock logos were tested among the partners (see Figure 1). The favourite logos were 7, then 8, then 4, 10 and 11 (in particular, several people thought that mixing the illustration of 8 with the style and colour of 7 or 10 would be best). The logos least liked were 1 and 12, then 2 and 3.

Furthermore, it was agreed upon that the logo should not include the colour blue and instead favour warm colours, such as orange, as it was deemed more attractive and associated with warmth, energy and sunshine. While most people favoured using green, some feared that it might give the impression that REFEREE is simply an ecological project, and also positioned themselves against nature-related icons like leaves, trees, etc. Limiting REFEREE to one aspect was also a mistake to avoid, such as including a building or a car, which would be too limiting. The idea of a logo representing connections between data, concepts, sectors, people, etc. received an overwhelmingly positive response. Finally, partners asked for two versions of the logo, one simple version, and one containing the title of the project “Real Value of Energy Efficiency”.

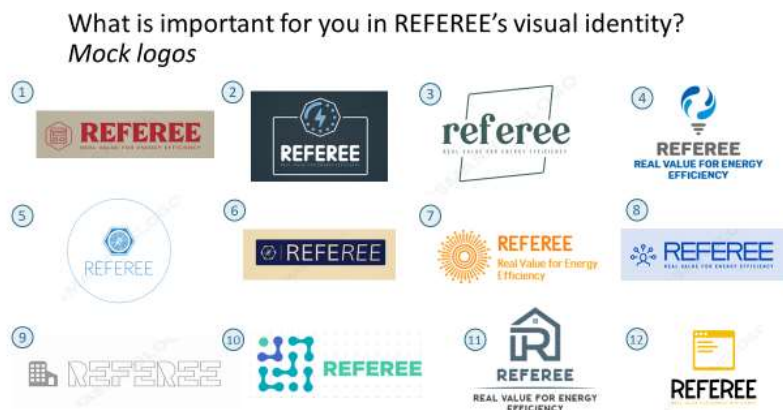


Figure 1 REFEREE mock-up logos

Building on this collective exercise, three concepts for a logo and visual identity were designed professionally (See Table 1).


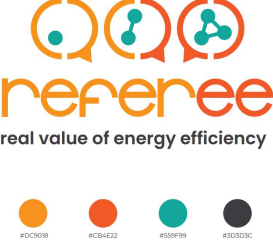

Concept 1	Concept 2	Concept 3
		
<p>The proposal focuses on multiple benefits and connections. The central idea is that the project's multiple benefits, when grouped and linked together, form a unity, a social bond.</p>	<p>This proposal focuses on the idea of exchange, dialogue between beneficiaries. The project's construction is built in several stages (represented by the progressive connections), with the benefits accumulating and growing over time.</p>	<p>This graphic approach focuses on the individual, who is central. The project is built around the shapes of the individual, and the individual is built with the shapes of the project.</p>

Table 1 Concepts for the REFEREE visual identity

Concept 1 focusing on the multiple benefits and connections was received the most positively. The colour scheme was then finetuned to provide more balance and appeal to a wide audience. The final result was the following (see Figure 2).



Figure 2 REFEREE final logo and colour scheme

Templates for presentations and reports were designed accordingly.

2.3. Creating an attractive website

The main objective when creating the REFEREE website was to ensure that visitors would instantly know that we are developing a tool that assesses the non-energy benefits of energy efficiency measures. Other objectives include giving an overview of the project overall and providing easy access to the project's research, publications, updates etc.

The website was created via the CMS WordPress. The tree structure, visual presentation and initial content were validated among the consortium. The graphical aspect matched the visual identity previously defined. The design took place between November 2020 and January 2021 and the website was delivered in February 2021.

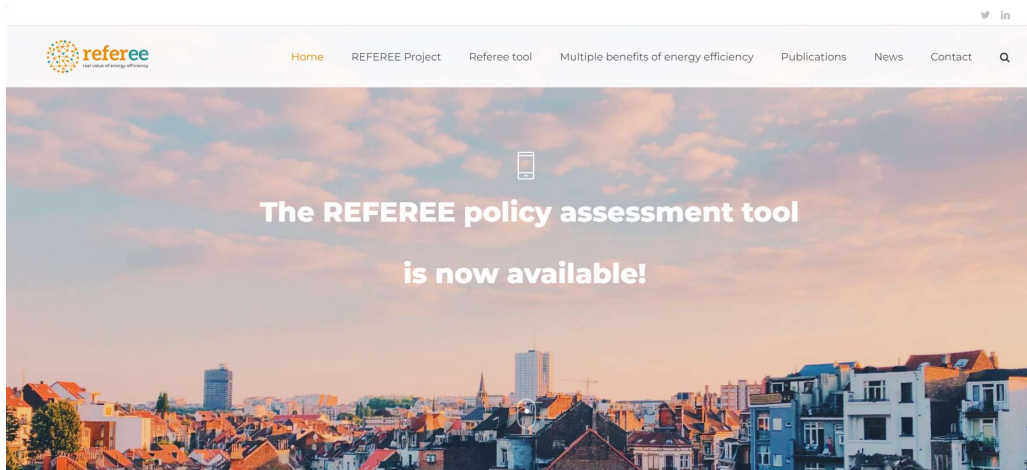
The [REFEREE website](#) was updated regularly during the project to highlight new publications, events, etc. The biggest update of the website took place in April 2024 to accompany the public launch of the tool. The website also included the landing pages for the REFEREE tool to avoid users being redirected too many times and to make access to the tool easier.

In the end, the website's content was organised as follows, reflecting the two most important objectives of presenting the project and highlighting the REFEREE tool.

Home	The REFEREE project	The REFEREE tool	Multiple benefits of energy efficiency	Publications	News	Contact
	Presentation	Overview				
	Who we are	National tool				
	Policy Advisory Group	Local tool				
	Related projects					

Table 2 REFEREE website tree

The website is accessible at: <https://referreetool.eu>



REFEREE : a user-friendly tool that provides reliable information about energy efficiency multiple benefits.



Referree is an online decision-support tool for energy efficiency measures. Built on state-of-the-art stock, techno-economic and macro-econometric models, it simulates energy efficiency policy packages, either at national or local level, and evaluates the energy and non-energy impacts of these policies, e.g. in terms of productivity, socioeconomic development, wellbeing, environment and climate.

Want to know more about the REFEREE tool? Download our leaflet in your language



Like energy efficiency, using REFEREE has many benefits. Find out which below!



Figure 3 Screenshots of the REFEREE website

On average, the REFEREE website has **291 visits every day**, including around **100 individual visitors**. Extrapolated since the launch of the website in February 2021, this could represent around 350,000 visits including 120,000 individual visitors. Perhaps more realistically, taking into account only the last 10 months of the project, when dissemination activities intensified, this would account for at least **87,000 visits and 30,000 individual visitors**.

The presence of REFEREE during the EUSEW 2024 (see section 4.4.4) clearly drove traffic to the REFEREE website. The session had 172 participants and used an interactive method, addressing speakers as “contestants” in a “energy efficiency policy rating game” that had them test out the REFEREE tool live online directly on the website and engaging the public with questions. The website had a high of 812 views and 116 visitors just on the day of the event. In addition, the presentation of the REFEREE tool before the Committee of the Regions had an even more impressive impact on the traffic to the REFEREE website, with 2,335 views and 350 individual visitors.

The other main referral sources to the REFEREE website were Google/Bing/Ecosia search, open access government thanks to an article on energy efficiency and REFEREE (see section 4.2.1), newsletters (see sections 3.5, 4.1.2 and 4.1.3) and Twitter/X (see next section).

In addition, the REFEREE partners also promoted the project and tool on their websites.

2.4. Engaging audiences through social media

Two social media channels were created to promote the REFEREE project and tool: an X (previously Twitter) account and a LinkedIn page. This choice reflected both the audience targeted and identified in the introduction, and the overall technical nature of the REFEREE project, which would not likely bring many different formats and regular content (pictures or videos on Instagram, YouTube, TikTok, etc.).

As of June 2024 – when this report is being written – the REFEREE X account had **164 followers**, with an **average of 1,000 impressions per month** (based on data from the last 12 months). The REFEREE LinkedIn account had **131 followers**, with a slightly lower rate of monthly impressions, accounting for a little over **600 page impressions a month**. However, **clicks, likes and overall engagement** rate were higher on LinkedIn, likely due to fewer posts and good reposting through the consortium partners’ own social media accounts.

Individual post impressions on X and LinkedIn also showed a **success rate with some individual posts** reaching more than the average monthly page impression rate, such as the publication of the infographics (4,000 impressions on both channels), the launch of the first newsletter (2,500 impressions), the promotion of the policy brief (1,200 impressions) and the video (900 impressions), the announcement of Cambridge Economics' participation at the REFEREE session during EUSEW 2024 (750 impressions), the launch of the REFEREE tool (700 impressions); the presentation of REFEREE during the European Summit of Regions and Cities by EEB with 500 impressions).

Over the last year of the project, social media engagement peaks were reached in March/April/May 2024 and September/October 2023. This corresponds to key moments for the project:

- in September/October 2023 with the enlarged PAG meeting and the launch of the first REFEREE newsletter;
- in March 2024 with the official start of the dissemination phase, in particular, the presentation of REFEREE during the European Summit of Regions and Cities by EEB);
- in April/May 2024 with both the official public launch of the REFEREE tool and the promotion of the final conference during the EUSEW.

Other activities generated good interest online such as the presentation of REFEREE during the 2023 European Energy Efficiency Days, the Dialogues REFEREE Policy Seminar, the REFEREE General Assembly in Paris, the publication of the article in the Open Access Government journal and the promotion of the REFEREE project via CORDIS.

In addition, four main digital campaigns were conducted during the project, using social media:

- Efficiency Fridays (see section 3.4)
- Are you energy-efficient? (see section 3.4)
- Launch of the REFEREE tool (see section 4.1.2)
- REFEREE at EUSEW2024 (see section 4.4.4)

Although no KPIs were defined for social media, the figures presented given the technical nature of the project and the late dissemination phase due to the complex development process of the REFEREE tool can be interpreted positively,

generating good overall outreach and peak interest to highlight key results of the project.

2.5. Reaching key stakeholders via mailings

In addition to social media, key mailings were distributed via the Energy Mailing List of the Jacques Delors Institute.

As of May 2023, this list was composed of 5,231 recipients. An approximate breakdown of the profile of these recipients can be found below:

- 20% of French policymakers;
- 20% of EU policymakers (EU-level policymakers and policymakers from other Member states than France);
- 40% of specialists and stakeholders from the energy sector (civil society, businesses, think tanks, academic experts, consultancies, etc.);
- 20% general public with an interest in energy issues.

Five main mailings happened throughout the project:

- Newsletter 1 (see section 3.6)
- Newsletter 2 (see section 3.7)
- Newsletter 3 (see section 4.1.2)
- Promotion of the REFEREE final conference at the EUSEW (see section 4.4.4)
- Newsletter 4 (see section 4.1.2)

In addition, the REFEREE project, its updates and results were also promoted via the main monthly newsletter of the Jacques Delors Institute, reaching a wider audience.

3. Raising awareness about energy efficiency and its multiple benefits

The objective of 'raising awareness about energy efficiency and its multiple non-energy benefits' and encouraging stakeholders to take them into account in their field' was instrumental in laying out a coherent narrative for the REFEREE tool.

For this objective, the target audience was therefore much broader than possible users of the REFEREE tool. It thus encompassed targets 1 (general public) and 2 (wide EU and national energy networks).

The preferred communication materials used were thus highly appealing videos and publications respecting the REFEREE visual identity. This section describes these activities. It is divided into four subsections describing different strategies and formats used to fulfil this goal, namely:

- creating appealing visual content;
- taking on a policy perspective;
- conducting digital awareness campaigns;
- reaching a wide audience through newsletters.

3.1. Creating appealing visual content

Infographic about the multiple benefits of energy efficiency

- Description

Date of publication: 18 January 2023

Languages: Bulgarian, German, English, Spanish, French, Italian

Target audience: Target 1

Content: The infographic provided some context about household energy consumption in the EU and outlined the multiple benefits of energy efficiency, including examples in terms of job creation, health, public finance, etc.

Dissemination: The infographic was published on social media, on the REFEREE website, and was also featured in [Newsletter 1](#), as well as in the







[monthly newsletter](#) of the Jacques Delors Institute (JDI) of June 2023.

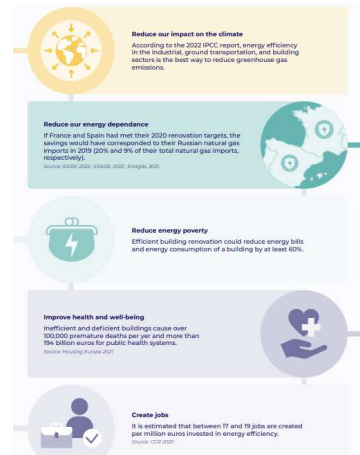
- **Impact**

The impact of the infographic was the following

Total estimated number of people reached • 7,084

Breakdown

 Impressions • 3,431	 Clicks from the REFERENCE Newsletter 1 • 1,279
 Impressions • 553	 Clicks from the JDI June Newsletter • 1,821



Video on the multiple benefits of energy efficiency

- **Description**

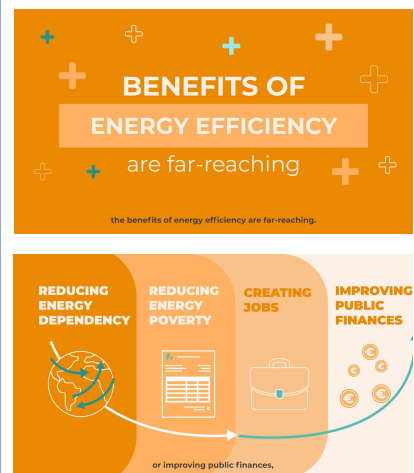
Date of publication: 12 May 2023

Languages: English (audio + subtitles)





Target audience: Target 1

Description: The video explains the concept of energy efficiency in a way that is easily understandable by a wide audience. Viewers are given examples of how energy efficiency is beneficial on several dimensions.


Dissemination: The video was published on [social media](#), and on the [REFERENCE website](#), and was also featured in [Newsletter 1](#). The video was also featured in an article in the open-access journal on public policy, [Open Access Government](#).




- **Impact**

<p>The impact of the video was the following</p> <p>Total estimated number of people reached • 1,581</p> <p><i>Breakdown</i></p>		<p>What exactly are the multiple benefits of energy efficiency?</p> 	
	Impressions • 905		<p>Clicks from the REFEREE Newsletter 1 • 655</p>
	Impressions • 21		

100,000
premature deaths
per year



360,000
per year



and more than 360 000 to air pollution.



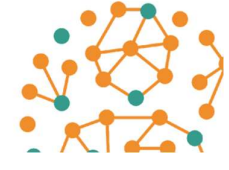




3.2. Taking on a policy perspective

Policy brief on accounting for the multiple benefits of energy efficiency in policy design

- **Description**

<p>Date of publication: 26 July 2023</p> <p>Languages: English</p> <p>Target audience: Target 2</p> <p>Description: The policy brief highlights the importance of better integration of multiple benefits into the general energy efficiency policy approach. It presents the Referee as one of the possible solutions and provides some general policy recommendations at different governance levels, in particular at the EU level.</p> <p>Dissemination: The policy brief was published on social media, and on the REFEREE website, and was also featured in Newsletter 1 as well as in JDI monthly newsletter (September 2023 edition).</p>	 <p>D6-3 • The multiple benefits of energy efficiency</p>  <p>www.refereetool.eu</p>  <p>This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000136.</p> 
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- **Impact**

<p>The impact of the policy brief was the following</p> <p>Total estimated number of people reached • 3,620</p> <p><i>Breakdown</i></p>		 <p>www.refereetool.eu</p>  
 Impressions • 1,029	 Clicks from the REFEREE Newsletter 1 • 639	
 Impressions • 101	 Clicks from the JDI September Newsletter • 1,869	

3.3. Conducting digital awareness campaigns

Digital campaign: Efficiency Fridays

- **Description**


<p>Date of publication: March 2023-March 2024</p> <p>Languages: English</p> <p>Target audience: Target 1</p> <p>Description: This campaign was launched to show everyday examples of how energy-efficient measures are incorporated successfully around us. Several examples were brought forward to show different types of policies across the selected country. Some of the countries included: France, Bulgaria, Poland, Sweden, Romania, Lithuania etc.</p> <p>Dissemination: Monthly threads were created and shared on the social media platform X.</p>	
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- **Impact**

<p>The impact of the campaign was the following</p> <p>Total estimated number of people reached • 3,266</p> <p><i>Breakdown</i></p>	
 Impressions • 3,266	

Digital campaign: Are you energy-efficient?

- **Description**

<p>Date of publication: December 2023 - March 2024</p> <p>Languages: English</p> <p>Target audience: Target 1</p> <p>Description: This campaign aimed at sharing tips on how the general public/consumers can adopt a more efficient lifestyle, in turn enjoying the associated benefits. This campaign was based on a previous blog post written by EEB.</p> <p>Dissemination: Shared as a thread over two weeks on X and LinkedIn. Based on a blogpost published in Newsletter 2 and on the REFEREE website. The publication occurred in winter to ensure maximum interest from the perspective of consumers.</p>	
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- **Impact**

The impact of the campaign was the following			Are you energy-efficient?
Total estimated number of people reached • 3,181			
Breakdown			
	Impressions • 105	 Views from REFEREE Newsletter 2 • 2,706	<p>In the symphony that is the energy transition, glamorous renewables take centre stage, often overshadowing one of the orchestra's main strings: energy efficiency. It is high time we shed light on the efficiency measures that are helping consumers slash fossil fuels, energy bills, and air pollution. As winter is upon us, Alberto Vela from the European Environmental Bureau showcases 5 of the most effective ones.</p> <p>Better Insulation: Upgrade insulation for a robust energy defense. Deep renovation, supported by initiatives like the EU's renovation wave, can cut energy consumption by 60%, making energy-efficient homes achievable for many.</p> <p>Renewable Heating: Shift to renewable heating for an up to 84% reduction in bills. Transition from inefficient boilers to devices like heat pumps or solar thermal heaters for sustainable warmth.</p> <p>Smart Living: Monitor, save, repeat. Smart devices, from thermostats to meters, empower informed decisions, allowing users to monitor and save on energy consumption.</p> <p>Air Appliances: Choose Air appliances for significant energy savings. Household appliances meeting minimum energy-efficiency standards can save up to €900 annually.</p> <p>Sustainable Mobility: Reflect on energy-efficient commuting. Opt for walking, cycling, or public transport for short distances to save money and improve urban air quality. For medium and long distances, trains</p>
	Impressions • 370		






3.4. Reaching a wide audience through newsletters

Newsletter 1

- **Description**


<p>Date of publication: 12 September 2023</p> <p>Languages: English</p> <p>Target audience: Target 1/2</p> <p>Description: The goal of Newsletter 1 was to present the REFEREE project and anchor it within a wider political context. This is why this newsletter included more general information about energy efficiency and its multiple benefits (infographics, video) but also more specialised information about the policy context, in particular at the EU level (policy brief).</p> <p>Dissemination: The newsletter was sent to the JDI Energy List (see section 2.4 for more details on this list). The newsletter was successful in putting REFEREE on the map as a promising energy efficiency-related project that could provide concrete data to convince policymakers to invest in energy efficiency, e.g. by securing us a spot to present REFEREE during the European Energy Efficiency Days (see section 4.4.2).</p>	<div><div></div><div>REFEREE Project Newsletter September</div></div> <div><p>The multiple benefits of energy efficiency</p><p>Energy efficiency is one of the key drivers of the green transition. In the current context of high energy prices, energy efficiency is also an effective solution to reducing the EU's dependency on fossil fuels imports from Russia and to alleviate energy poverty.</p><p>The REFEREE tool will contribute to making the multiple benefits of energy efficiency accessible to all, therefore supporting the European Green Deal and Europe's path towards climate neutrality.</p><hr/><p>To get a better idea of how the tool works and how it can be used, take a look at this overview.</p><p>Available here in multiple languages.</p></div>
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• Impact

<p>The impact of the 1st newsletter was the following</p> <p>Total estimated number of people reached • 4,985</p> <p><i>Breakdown</i></p>			
 <p>Sent to • 5,385</p>	 <p>Impressions • 639</p>	<p>More Information</p> <p>In the meantime, check out the REFEREE website and feel free to follow our Twitter and LinkedIn for more updates on the project!</p> <p>REFEREE Website</p>	
 <p>Number of total opened emails • 2,477</p>	 <p>Impressions • 1,869</p>	<p>Follow us!</p> <p> </p>	

Newsletter 2

• Description

<p>Date of publication: 20 December 2023</p> <p>Languages: English</p> <p>Target audience: Target 1/2/3</p> <p>Description: The aim of the Newsletter 2 was to continue showing the relevance of the REFEREE tool, following important policy developments at the EU level (e.g. EPBD negotiations). In addition, the newsletter had a consumer-oriented perspective that could interest any reader during the heart of winter. The newsletter also provided updates on the project itself.</p> <p>Dissemination: The newsletter was sent to the JDI Energy List (see section 2.4 for more details on this list), the PAG members and any person who had registered to the REFEREE newsletter via the website.</p>	
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- Impact

<p>The impact of the 2nd newsletter was the following</p> <p>Total estimated number of people reached • 3,128</p> <p><i>Breakdown</i></p>		
 <p>Sent to • 5,309</p>	 <p>Impressions • 235</p>	
 <p>Number of total opened emails • 2,706</p>	 <p>Impressions • 187</p>	

The objective of raising awareness about energy efficiency and its multiple non-energy benefits was essential in establishing a coherent narrative and presenting the current context in which the REFERENCE tool is being created and applied. This objective encouraged stakeholders to consider these benefits in their respective fields, but it was also extended to a target audience including the general public. This means that the strategies and formats employed to achieve this goal - creating engaging visual content, adopting a policy perspective, conducting digital awareness campaigns, and disseminating information through newsletters - were done in a way that both establishes a basic understanding of energy efficiency and emphasises the importance of calculating these benefits for experts in the field. These efforts collectively contributed to the successful promotion of energy efficiency awareness.

4. Promoting the REFEREE policy assessment tool

Raising awareness about the multiple benefits of energy efficiency served as a basis to promote the REFEREE tool itself, and encourage policymakers and stakeholders to use it. To do so, several strategies were used, also highly dependent on the stage of development of the tool. This section thus presents the different activities carried out throughout the project to promote the REFEREE tool. It describes different means of communication, namely:

- Promoting the tool digitally;
- Promoting the tool in the media;
- Promoting the tool through academic publications;
- Promoting the tool during events and meetings.

4.1. Creating communication materials and promoting the tool digitally

This section looks at the digital communication materials and the promotion activities that took place online to introduce the REFEREE project, launch the REFEREE tool and present the final results of the project.

4.1.1. Introducing the project

Leaflet about the project

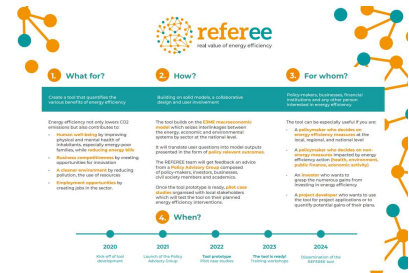
Date of publication: 26 March 2021

Languages: Bulgarian, German, English, Spanish, French, Italian

Target audience: Target 2/3

Description: This leaflet aimed to present the REFEREE project, the rationale and process behind it, and to explicitly identify key targets to use the tool.

Dissemination: The [leaflet](#) was published on the [REFEREE website](#) and used to present the project to potential members of the policy advisory group and other stakeholders.



Video about the project

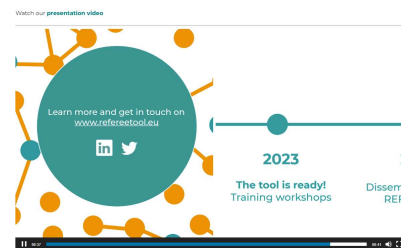
Date of publication: 29 April 2021

Language: English

Target audience: Target 2/3

Description: Like the previous leaflet, this video aimed to present the REFEREE project, the rationale and process behind it, and to explicitly identify key targets to use the tool. The video format was more attractive and could easily be posted and generate interest on social media.

Dissemination: The [video](#) was published on the [REFEREE website](#) and REFEREE social media channels.



4.1.2. Explaining and launching the tool

Leaflet about the tool

Date of publication: 5 April 2023

Languages: Bulgarian, German, English, Spanish, French, Italian

Target audience: Target 2/3

Description: This leaflet aimed to present the REFEREE tool in more detail, to provide some examples of different ways to use the tool depending on users' needs (including creating personae from different types of organisations, e.g. local governments, and civil society) and explain which results can be expected from the tool.

Dissemination: The [leaflet](#) was published on the [REFEREE website](#) and REFEREE social media channels. It was used to present the project to local and national civil servants to begin the case



studies, and more generally, to promote the tool to relevant stakeholders.

Newsletter 3

- **Description**

Date of publication: 19 April 2024

Language: English

Target audience: Target 2/3

Description: The aim of [Newsletter 3](#) was to officially announce the launch of the REFEREE tool that was then accessible online by anyone. Importantly, the newsletter highlighted the guidance materials developed to effectively and easily use the national and local policy assessment tools. The newsletter also promoted the final conference of the REFEREE project that was to take place on June 12th in Brussels, as a policy session during the European Sustainable Energy Week (EUSEW)

Dissemination: The newsletter was sent to the JDI Energy List (see section 2.4 for more details on this list), the PAG members and any person who had registered to the REFEREE newsletter via the website.



- **Impact**

The impact of the 3rd newsletter was the following

Total estimated number of people reached • 1,314

Breakdown



Sent to • **5,231**



Number of total opened emails • **1,314**



Social media launch campaign

- Description

Date of publication: May 2024

Language: English

Target audience: Target 2/3

Description: This campaign was designed to launch the REFEREE tool and social media and present its features in a visually attractive way. Because of the many functionalities and the complexity surrounding such a tool, 7 key messages were identified, using seven keywords to describe the tool. REFEREE was thus explicitly described as **reliable**, **sophisticated**, **user-friendly**, **far-reaching**, **versatile**, **reusable** and **relevant**.

Dissemination: Several posts were published over the month of May both on X and LinkedIn.



- Impact

The impact of the campaign was the following

Total estimated number of people reached • 1,433

Breakdown



Impressions • **475**



Impressions • **958**



4.1.3. Materials to present the results

Final Brochure

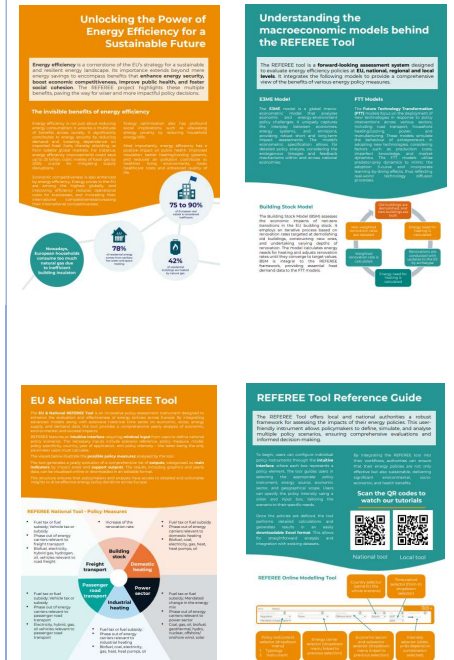
Date of publication: 12 June 2024

Language: English

Target audience: Target 2/3

Description: This brochure aims to have an attractive publication that gives a comprehensive overview of the REFEREE project and tool, presenting the rationale behind the project, introducing the tool and its capabilities, and highlighting the case studies conducted at the national and local levels. Overall the purpose was to be able to continue promoting REFEREE even beyond the end of the project.

Dissemination: The [brochure](#) was published on the REFEREE website and the REFEREE social media channels. It was distributed in a printed version during the REFEREE policy session held during the 2024 EUSEW.



Newsletter 4

- **Description**

Date of publication: 26 June 2024

Language: English

Target audience: Target 2/3

Description: The aim of [Newsletter 4](#) was to present the tool's final results, in particular the results from the case studies but also of the entire project. The newsletter allowed to provide an overview of the latest dissemination activities, in particular during the EUSEW.

Dissemination: The newsletter was sent to the JDI Energy List (see section 2.4 for more details on this



list), the PAG members and any person who had registered to the REFEREE newsletter via the website. It was also promoted on [X](#) and [LinkedIn](#).

- **Impact**

The impact of the 4th newsletter was the following

Total estimated number of people reached • 1149

Breakdown



Sent to • **5200**



Number of total opened emails • **1165**



4.2. Promoting the tool in the media

To promote the tool in the media, several means were used, including writing articles about REFEREE or mentioning REFEREE as part of a bigger piece on energy efficiency and sending a press release to announce the launch of the tool to journalists, with the goal of both cases to secure mentions of REFEREE in other media articles/outlets. The sections describe this.

4.2.1. Articles

Open Access Government

- **Description**

Date of publication: March/April 2024

Language: English

Target audience: Target 2/3

Description: This article aimed to promote the REFEREE tool as a solution to support decision-

makers in their energy efficiency planning. It also anchored the tool within the wider context of EU energy policies and current challenges to adopt a multiple-benefits approach. The article was featured following a piece on the EU energy policy priorities featuring contributions from Commissioner Kadri Simson and Director-General Ditte-Juul Jorgensen.

Dissemination: The article was published on the [OAG website](#), in the [April 42 edition](#) (pages 460-61) distributed via the OAG mailing, and was shared on the REFERENCE social media channels.

UNLOCKING THE POWER OF ENERGY EFFICIENCY: A MULTI-BENEFIT APPROACH WITH THE REFEREE TOOL

Energy efficiency is a cornerstone of the European Green Deal and the European Union's (EU) pathway toward carbon neutrality. With implementation efforts underway across the Continent, the Referee tool stands ready to support decision-makers and stakeholders in their energy efficiency planning, embracing a multi-benefits approach.

Energy efficiency unleashed
Energy efficiency has long been championed as a vital tool in the fight against climate change. According to the [2022 IPCC report](#), energy efficiency in the industrial, ground transportation and building sectors is the best way to reduce greenhouse gas emissions.



Energy: A strong rationale and political momentum

and political momentum. With geopolitical tensions and economic uncertainties shaping the energy agenda, the imperative to harness the full potential of energy efficiency should be the top priority on policy-makers' agenda. Understanding the broader non-energy impacts of energy efficiency can thus help policy-makers in making more informed decisions, influencing public and private investment strategies and shaping the general public debate on the energy transition.

principle, prioritising energy efficiency measures when they are more cost-effective from a societal perspective, thus considering the broader impacts of the energy saved.

When revising the [Energy Efficiency Directive](#) as part of the [Fit for 55 package](#) five years later, the EU doubled down on this approach, mandating Member States to include the broader, cross-sectoral, and long-term impacts of energy efficiency measures in their policy planning and significant investment decisions. Nevertheless, several challenges remain to make this vision a reality.

- Impact

The impact of this article was the following

Total estimated number of people reached • 17,000¹

Breakdown



Total edition engagement
(email opened, page views) •
167,200



Impressions • 69



Impressions • 343



Energy efficiency policy

design: An uphill battle
Adopting a multiple-benefits approach to energy efficiency policy design is not without its **challenges**. Data limitations, methodological complexities, and a lack of awareness pose significant obstacles

Notably, such assessments require greater financial and human resources than traditional policy evaluation methods. This issue is all the more problematic for regions and cities that are already facing significant administrative, technical, human and budgetary capacity constraints.

According to the [European Investment Bank](#), 69% of municipalities across Europe say that a lack of environmental and climate assessment skills is a barrier to green investments. Even with the proper skills, municipalities need to massively [increase their workforce](#) to carry out the necessary climate and energy-related actions, with estimates sometimes pointing to a doubling, or even tripling, of their current human capacity.

To help stakeholders and policy-makers at all levels grapple with these hurdles,

developing easy-to-use tools based on

robust data and science can be one of the solutions to support policy planning

Energy efficiency: Introducing the Referee tool
With the [Referee tool](#), everyone can

conduct multiple benefits assessments with minimal time and effort. Free and user-friendly, REFERENCE quantifies the impacts of various energy efficiency measures, encompassing energy savings and industrial productivity, socio-economic development, wellbeing, environment and climate impacts, among others.

Are you curious about how increasing heat pumps will affect the job market in your country? Are you wondering how phasing out ICE vehicles will improve air pollution in your municipality, or the utilities value added at the national level? REFEREE has got you covered.

The REFEREE tool can process different types of policy instruments, such as taxes or subsidies on fuels or vehicles.

technology or fuel phase-out, mandatory change in the energy mix, increases in the building renovation



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https://climateinstitute.org/en/



¹ To make sure these figures are realistic and since no breakdown is available between the total engagement of the edition and of the article's page views, we consider likely than one tenth of the total engagement rates for this publication concerned the REFERENCE article specifically.

EUSEW News Blog Article

- **Description**

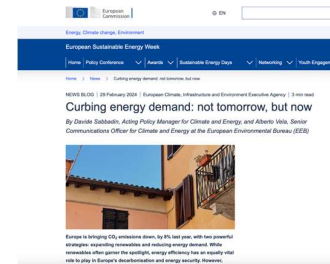
Date of publication: February 29, 2024

Language: English

Target audience: Target 2/3

Description: “Curbing energy demand: not tomorrow, but now” discusses how energy efficiency policies can effectively steer a reduction in energy demand and introduces the REFEREE to measure its benefits.

Dissemination: The article was shared on REFERENCE social media channels, through the [European Commission's blog](#) and social media, and the European Environmental Bureau Blog. Its outreach expanded through mentions in several media outlets (see section 4.2.3), leading to excellent dissemination outcomes and awareness for REFERENCE.



- **Impact**

The impact of this article was the following

Total estimated number of people reached • 10,000

Breakdown



Mentions in other newspapers (see section 4.2.3) • 6



Impressions • 50




Impressions •
78



CORDIS Article

• Description

<p>Date of publication: May 6, 2024</p> <p>Language: English</p> <p>Target audience: Target 2/3</p> <p>Description: “Analysing energy efficiency fuels climate-neutral policies” focuses on reaching climate neutrality by 2050 by improving energy efficiency in buildings, transport and industry. It discusses the need of policymakers to understand the range of impacts caused by energy efficiency measures, which can be done with REFEREE.</p> <p>Dissemination: REFEREE is the main example discussed for a tool designed for use at national and local levels to meet this need. This article was shared on REFEREE and Cordis social media channels.</p>	<p>Analysing energy efficiency fuels climate-neutral policies</p> <p>Measuring the impacts of energy efficiency with an easy-to-use tool gives decision-makers much needed information at national, local and business levels.</p> 
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• Impact

<p>The impact of this article was the following</p> <p>Total estimated number of people reached • 2,001</p> <p><i>Breakdown</i></p>	
 Impressions 861	 Impressions 1140

4.2.2. REFEREE press release

To announce the public launch of the REFEREE tool, a dedicated press release was drafted and sent out on May 13th 2024 (see Annex 4). The press release was sent to **239 journalists**, mostly working in the specialist energy press in France and throughout Europe (mainly Brussels, but also the Netherlands, Italy and Germany), but also to European correspondents covering more general European topics and or from climate-focused media outlets.

4.2.3. Features in other media and publications

European Environmental Bureau Blogs

- <https://meta.eeb.org/2024/06/17/crafting-an-energy-efficient-europe/>
- <https://meta.eeb.org/2024/01/04/energy-efficiency-101-a-little-guide-for-big-savings/>

Views: These META articles are sent to 14k subscribers on LinkedIn and 10k subscribers via email through our weekly newsletter. Each edition receives **8k views** across both channels.

These media articles were not only published with REFEREE opeds in them, but they were also mentioned in other journals, blogs, and social media of other organisations, which made their impact even more widespread and effective.

Media mentions

Thanks to the publications above, REFEREE was mentioned in other media outlets:

EU	https://foresightmedia.com/story/sdJ1JVQ1-aeppW2Z3-1986b	Foresight Media	REFEREE oped recorded in audio
EU	Curbing energy demand: not tomorrow, but now - European Commission (europa.eu)	Sustainable Energy week	REFEREE oped
Balkans	Curbing Energy Demand: Not Tomorrow, but Now (balkangreenenergynews.com)	Balkan Green Energy News	REFEREE oped
EU	https://www.europeanenergyinnovation.eu/Articles/Spring-2024/Curbing-Energy-Demand-Not-Tomorrow-but-Now	European Energy Innovation	REFEREE oped
EU	https://www.innovationnewsnetwork.com/energy-efficiency-key-europes-decarbonisation-efforts/44103/	Innovation News Network	REFEREE oped
FR	https://www.economiematin.fr/reduire-demande-energie-imperatif-aujourd'hui	Economie Matin	REFEREE oped
IE	Energy efficiency: The key to Europe's decarbonisation efforts - Smart City Consultant	Smart City Consultant	REFEREE oped

Mentions in other publications

Thanks to the publications above and overall dissemination activities, REFEREE was mentioned in other publications and platforms:

World	Unlocking the power of energy efficiency: A multi-benefit approach with the referee tool	ResearchGate	Open Access Government Article
EU	The relationship between renewable energy use, energy efficient building renovation and the role of windows in achieving EU climate targets: A comprehensive scientific review	Fraunhofer Institute for Building Physics IBP	REFEREE, State of the art
EU / EL	Understanding the factors that affect households' investment decisions required by the energy transition	Aguayo-Mendoza et al. in PLoS ONE (research journal)	REFEREE project
EU	EED Recast: Saving energy, reducing bills, lowering emissions	The Coalition for Energy Savings	REFEREE project
EU	How to operationalise Energy Efficiency First (EE1st) in the EU? Key recommendations to Member States	ENEFIRST	REFEREE project

4.3. Promoting the tool through academic publications

The purpose of these publications was to be able to share to a different, more expert audience the scientific done carried out throughout the REFEREE project, in particular regarding the development of the tool and the macroeconomic models behind it. Since the dissemination strategy focused more on encouraging audiences to use the tool, these publications are an additional layer in our strategy to ensure that the scientific word behind the REFEREE tool can be exploited after the end of the project, for instance by other EU projects working on energy efficiency and policy assessment, but also by energy agencies and other organisations,

Technology Diffusion Model for Industrial Heating (FTT:IH)

Date of publication: June 2024

Language: English

Target audience: Target 2/3 + academic/expert circles

Description: In this white paper Cambridge Econometrics introduce the FTT:IH model, (Future Technology Transformations: Industrial Heating). Developed as part of the REFEREE project funded by the European Commission, FTT:IH simulates the adoption of industrial heating technologies under various policy scenarios. Its primary goal is to reduce emissions by analysing the impact of different policies on technology diffusion.

Dissemination: The article was published on the [Cambridge Econometrics website](#) and on the [REFEREE website](#).



E3ME Lite: A Macro-Econometric Model for Policy Assessment

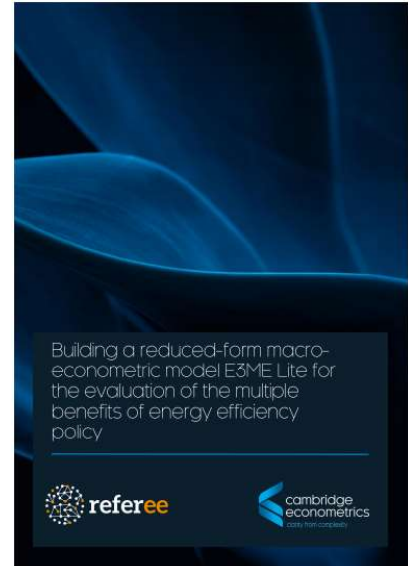
Date of publication: June 2024

Language: English

Target audience: Target 2/3 + academic/expert circles

Description: The working paper by Cambridge Econometrics describes the development of E3ME Lite, a reduced-form macro-econometric model developed as part of the REFEREE Policy Assessment Tool. Designed to complement other models within the tool, E3ME Lite estimates the impact of various policies on technology investment choices. E3ME Lite is a simplified version of the well-established E3ME model, a global macro-econometric model. The paper details its construction and integration into the REFEREE Policy Assessment Tool framework.

Dissemination: The article was published on the [Cambridge Econometrics website](#) and on the [REFEREE website](#).



The building of an energy efficiency assessment tool following user needs

Date of publication: 21 June 2024

Language: English

Target audience: Target 2/3 + academic/expert circles

Description: Evaluating energy efficiency impacts has become more urgent for municipalities across Europe. There are a lot of targets to comply with and many actions must be taken in a short decision-making time and aiming for short and medium-term outputs. This publication explains how to develop an assessment tool while conducting real cases and tracking real-user needs, allowing to fine-tune and improve its capabilities and functionalities.

The REFEREE project has built two tools that were tested in different case studies: the National tool and the Local tool. This article is focused on the second one and how understanding real user needs through the case studies allowed for the development of a more practical and user-friendly tool, tailored to the human capital and/or timing constraints of municipalities. The tool shows energy and non-energy impacts to estimate all the consequences driven by an energy policy, that are not only related to energy consumption or emissions but also socioeconomical aspects. During the developing process, we conducted SECAP plans for different municipalities giving a practical usability to the tool, and adding more value to the REFEREE project.

Dissemination: The article was published on the [MCRIT's website](#) and the [REFEREE website](#).

The building of an energy efficiency assessment tool following user needs – REFEREE



June 2024, MCRIT

Authors: Iosif Farnicelaru, Chaitin Larrea, Chaitin Bircan

Abstract. Evaluating energy efficiency impacts has become more urgent for municipalities across Europe. There are a lot of targets to comply with and many actions must be taken in a short decision-making time and aiming for short and medium-term outputs. The REFEREE project has built two tools that were tested in different case studies: the National tool and the Local tool. This article is focused on the second one and how understanding real user needs through the case studies allowed developing a more practical and user-friendly tool, allowing tailoring the human capital and/or timing constraints of municipalities. The tool shows energy and non-energy impacts to estimate all the consequences driven by an energy policy, that are not only related to energy consumption or emissions, but also socioeconomical aspects. During the developing process we conducted SECAP plans for different municipalities giving a practical usability to the tool, adding more value to the REFEREE project.

Keywords: Energy efficiency; GHG emissions; energy consumption; EU targets; energy impacts; non-energy impacts; SECAP.

4.4. Promoting the tool during meetings and events

Beyond a more digital-oriented dissemination strategy, one effective way to promote the REFEREE project and tool was through participating and organising meetings, workshops and events. This section presents such activities, looking in particular at:

- bilateral meetings with key stakeholders;
- presentations during external events and joint events;
- internal events - workshops;
- internal events - final events.

4.4.1. Bilateral meetings with key stakeholders

As part of subtask 6.3.4, one efficient way identified to inform stakeholders about the REFEREE tool was to propose bilateral meetings or mention the tool and its features during such meetings. Throughout the project, EEB – and JDI in a more ad hoc manner – thus met decision makers and key stakeholders in the energy sector. These meetings included:

Date	Target	Purpose / outcomes
22 June 2023	Claudia Canevari, head of the Energy Efficiency unit, DG ENERGY European Commission	Informing her of the tool' existence, in particular in the context of the revisions of the NECPs. High interest in the tool, in particularly for the local simulation.
29 November 2023	Jozefien Van Becelaere, head of EU affairs, European Heat Pump Association	Presenting the REFEREE tool and have them promote it to their network once the tool is online.
30 November 2023	Pedro Dias- Policy director, Valerie Sejourne' - Managing Director, Solar Heat Europe	Presenting the REFEREE tool and have them promote it to their network once the tool is online.


13 September 2023	Luigi Petit, Head of the Energy Saving Coalition	Presenting the REFEREE tool and discuss avenues for collaboration as part of the upcoming European Energy Efficiency Day.
26 June 2024	11 members of the Cool Heating Coalition, namely Delia Villagrasa (Cool Heating Coalition), Clare Taylor (CHC), Ana Nanu (CHC), Tom Vasseur (CHC), and Monica Vidal (CAN Europe), Fionnuala Walravens (EIA), Eleonora Moschini (ECF), Adrian Hiel (Energy Cities), Felix Kriedemann (REScoop), Laurens Rutten (BEUC), Eleanor Scott (Carbon Market Watch)	The objective was the present the REFEREE tools and its capabilities (modelling, impact areas, etc.) and encourage stakeholders to use it for their own needs.

In general, both EEB and JDI met with key stakeholders bilaterally over the duration of the project regarding the topic of energy efficiency. However these meetings, even when the multiple benefits approach or the REFEREE project was mentioned, remain difficult to realistically list and quantify - and their impact would be just as difficult to assess - solely in the framework of this project.

4.4.2. Presentations during external events and joint events

2022 EUSEW side-event joint webinar

- **Description**

<p>Date of the event: 23 September 2022</p> <p>Language: English</p> <p>Target audience: Target 2/3</p> <p>Description: As part of the EUSEW extended programme, this session was organised by</p>	
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REFEREE alongside four other EU projects related to the multiple benefits. M-Benefits (companies and the tertiary sector); DEESME (SMEs); EERAdana (buildings, with a special emphasis on municipal facilities); and MICAT (societal multiple benefits targeting policy-making and investors, using different methodologies). In order to capitalise on these different perspectives, the session started with five parallel groups, one for each project's focus. Here, the multiple benefits associated with default or audience-proposed energy efficiency projects were discussed, generating a common understanding of the general concept. Then, panellists were invited on stage together with the European Commission to debate the topic in greater depth.

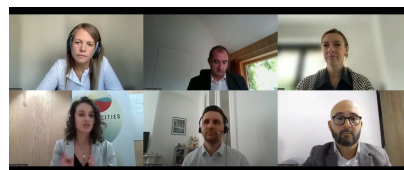
Dissemination: The participation of REFEREE to this event was advertised on the website and social media, and reported in REFEREE and other projects's newsletters. The [replay of this event](#) is available on the IEECP Youtube channel.

- **Impact**

Number of participants (online): 80

Profile of participants: policy-makers, investors, private sector actors, civil society organisations

Number of views on Youtube: 97



ENPOR webinar

- **Description**

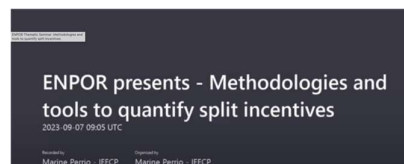
Date of the event: September 7th, 2023

Language: English

Target audience: Target 2/3

Description: The webinar presented how energy efficiency measures can be fairly distributed between landlords and tenants, with a particular emphasis from expert tools. The participation of REFEREE in the ENPOR webinar helped understand the socioeconomic impacts of energy policies at the national and local levels. Stefano Faberi from Isinnova provided an introduction to the REFEREE project: objectives, duration, partners, as well as conceptual design, types of energy efficiency measures that the tool can process, and the main outputs at the national and local levels.

Dissemination: The participation of REFEREE to this event was advertised on REFEREE social media channels. The [replay of this event](#) is available on the ENPOR Youtube channel.



- **Impact**

Number of participants (in-person and online): 25

Profile of participants: experts in energy efficiency, policy-makers, private sector actors, members of the scientific community

Number of views on Youtube: 92



Energy Efficiency Days

- **Description**



Date of the event: 12 October 2023

Language: English

Target audience: Target 2/3

Description: Iakov Frizis (Cambridge Econometrics) presented the capacities of the REFEREE tool during the second edition of European Energy Efficiency Day, a high-level conference where key stakeholders have the opportunity to discuss energy efficiency as cost-effective and socially fair decarbonisation solution to achieve the EU Green Deal, organised by the European Alliance to Save Energy. The idea of the presentation was to provide a concrete way – through the REFEREE tool – to provide reliable data on the multiple benefits of energy efficiency and thus encourage businesses and policymakers to invest in energy efficiency. The session focused notably on "Long-term solutions for industrial policy - The energy efficiency ecosystem". Other speakers of the panel included Brian Motherway (International Energy Agency), Arianna Vitali Roscini (EU-ASE), Giulia Del Brenna (DG GROW), Radoš Horáček (DG COMP)

Dissemination: The participation of REFEREE to the EEDayEU was promoted on social media and the recording was made available on [youtube](#) and via a [blogpost](#) on the REFEREE website. The website of the event is available [here](#).



• Impact

Number of participants (in-person and online): 100 (50 in-person and 50 online)

Profile of participants: Policymakers, business players (industry experts and investors) and civil society organisations.



European Summit of Regions and Cities 2024

- **Description**

Date of the event: 18-19 March 2024

Language: English

Target audience: Target 3

Description: The 10th European Summit of Regions and Cities was organised by the European Committee of the Regions together with Walloon Region and the Belgian Presidency of the Council of the European Union and took place in Mons, in the Walloon Region of Belgium, in the heart of Europe, to debate the challenges and solutions for the future of Europe and beyond. The event gathered more than 3500 participants, from 59 countries, and all 5 continents, 80 stands - among whom thousands of mayors, councillors, regional ministers and top European and global decisionmakers - as well over 4000 live views worldwide.

REFEREE (represented by EEB) held a stand during this two-day event and presented the REFEREE policy assessment tool to many interested local policymakers from all over Europe and stakeholders. This event was a unique opportunity to present the tool as a possible solution to assist local authorities in energy planning.



- **Impact**

Number of participants: Around 100 visitors

Profile of participants: Most visitors were policymakers, in particular from the regional and local levels. But overall, the stand was also visited by stakeholders of the energy sector.



Energy Efficiency and Green Energy Days 2024

- **Description**

Date of the event: 31 May 2024

Language: Bulgarian

Target audience: Target 2/3

Description: Conference, dedicated to the development of knowledge and skills to implement measures for energy efficiency and renewable energy sources in buildings. Presentation and training for municipal specialists and energy experts on using the Referee tool.

Dissemination: The event was advertised to the relevant local stakeholders in Bulgaria, using CSD's network among the Bulgarian local authorities.



- **Impact**

Number of participants: 15

Profile of participants: municipal representatives, local energy experts



Italian regions for energy efficiency webinar

- **Description**

Date of the event: 13 June 2024

Language: Italian

Target audience: Target 3


Description: Presentation of the REFEREE tool to Italian desk officers working in regional and municipal administrations in the context of a presentation about the Fitfor55 package and its relevance for the local and regional levels during a webinar organised by the European Alliance to Save Energy (EU-ASE) - Italian regions for energy efficiency webinar series - in order to exchange knowledge and build capacity to support the expenditure of Cohesion Policy funds.



- **Impact**

Number of participants: 25

Profile of participants: municipal and regional desk officers from Italy


Risorse per la pianificazione REFEREE

Spesso le amministrazioni pubbliche non posseggono al loro interno software e competenze per la pianificazione energetica necessaria ai piani suddetti.
 Un'ottima risorsa **gratuita** - sia per i piani nazionali che per quelli municipali - è lo strumento **REFEREE**, che consente di elaborare scenari confrontati con quanto richiedono le direttive in pochi semplici passi.
 Si tratta di un **potente sistema di modellamento matematico**, dall'interfaccia molto semplice e intuitiva, finanziato dalla UE con un progetto Horizon. Produce un file excel con dati e grafici riutilizzabili poi nel piano stesso.

Committee of the Regions, Environment Commission

- Description

Date of the event: 25 June 2024

Language: English

Target audience: Target 3

Description: EEB, on behalf of the REFEREE consortium, presented the REFEREE tool during a [session of the Commission for the Environment, Climate Change and Energy \(ENVE\)](#) of the Committee of the Regions. This was the opportunity to inform key stakeholders and policymakers about the existence and capacities of the REFEREE tool - in particular the regional / local policy assessment tool - in the context of the Green Deal Going Local initiatives that places regions and cities at the heart of the implementation of the climate and energy transition.



- Impact

Number of participants: 75

Profile of participants: Representatives from the Committee of the Regions



4.4.3. Internal events - workshops

Policy Advisory Group workshops

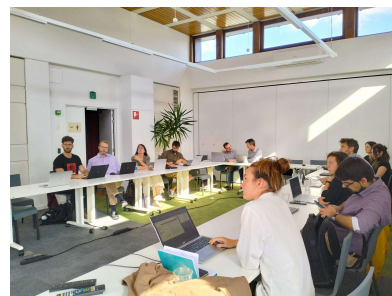
- **Description**

Date of the event: Five PAG workshops.

Language: English

Target audience: Target 2/3

Description: Although the PAG workshops were mostly organised with the idea of gathering recommendations from stakeholders in order to co-design the REFEREE tool, these meetings also contributed to making the REFEREE tool known to key stakeholders, in particular during the later stages of development of the tool. These PAG members can be seen as expert multipliers that have a good understanding of the REFEREE tool and can help promote its use within their own networks.



- **Impact**

Number of participants (in-person and online): 32

Profile of participants: Representatives from national energy agencies, national and local authorities, associations and federations, universities and public research institutions, think tanks and academic associations, consultancies and energy companies. The detailed breakdown is available in the [final PAG report](#).



Local stakeholder online workshops - SPAIN

- **Description**

Date of the event: 5 meetings between March 2022 and January 2024

Language: Spanish

Target audience: Target 3

Description: These online meetings were organized during the piloting phase but still contributed to a better understanding of the REFEREE tool and of accounting for the multiple benefits of energy efficiency of local policy planning in Spain. They were instrumental in putting REFEREE on the map for local Spanish policymakers, with three municipalities actively engaged and read to use the REFEREE tool.

- **Impact MCRIT**

Number of participants: 22 (13 Pozuelo, 4 Alto Palancia, 5 Tarragona)

Profile of participants: Local policymakers from the municipalities of Pozuelo de Alarcón, Alto Palancia, and Tarragona.

Local stakeholder online workshops - GERMANY

- **Description**

Date of the event: Four meetings between June 2023 and April 2024

Language: German

Target audience: Target 3

Description: These meetings (phone calls, videoconference, webinar and workshop) were organised during the piloting phase but still contributed to a better understanding of the REFEREE tool and of the need to account for the multiple benefits of energy efficiency in local policy planning. These meetings were instrumental in engaging more municipalities during the national closing event and in putting REFEREE on the map for local German policymakers.

- **Impact**

Number of participants: 5

Profile of participants: Local policymakers from the Bad Dürkheim municipality.

Local stakeholder online workshops - BULGARIA

- **Description**

Date of the event: 11 July 2023

Language: Bulgarian

Target audience: municipal experts

Description: Presentation of the local tool to experts from Sofia Municipality

- **Impact**

Number of participants (in-person and online): 5

Profile of participants: Municipal experts

Local Stakeholder online workshops - ITALY

- **Description**

Date of the event: Five meetings between February and April 2024

Language: Italian

Target audience: Target 3

Description: In Italy, between February and April 2024, five webinars for local and national entities were carried out (two at local level and three at the national one of which one in person). This has



guaranteed that both the stakeholder at local level and those at national one, coming the first from the institute CNR-IMAA and from an Italian Municipality and the second from ENEA and RSE could effectively utilise the REFEREE tool for their energy and environmental policy analysis and implementation.

- **Impact**

Number of participants (in-person and online): 18

Profile of participants: Experts and officers from ENEA and RSE, Researchers from the CNR-IMAA institute and public officers from an Italian Municipality

Training with national administrations

- **Description**

Date of the event: 11 March 2024

Language: English

Target audience: Target 3

Description: 1-day training on the REFEREE interface and building blocks for ministerial staff from Cyprus.

Dissemination: More presentations are due in the upcoming months for ministerial staff from Slovenia (September 2025) and Belgium (date tbd).

- **Impact**

Number of participants (in-person and online): 8

Profile of participants: Ministerial staff from Cyprus

Stakeholder Workshop for National Energy Agencies

• Description

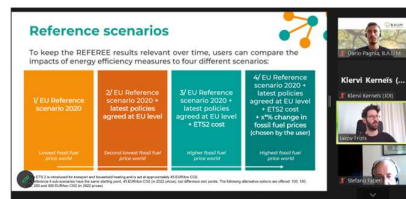
Date of the event: 6 June 2024

Language: English

Target audience: Target 3

Description: This workshop was specifically designed for national energy agencies, where participants were introduced to the REFEREE project, the working logic and user experience of the European and national tool, and were given insight into the case studies carried out during the tools development phase. Lastly, there was significant time given for a Q&A between the tool developers and experts from the national energy agencies.

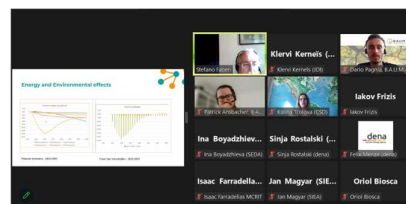
Dissemination: The workshop was disseminated in a monthly newsletter by the EnR presidency to all national energy agencies in Europe. Furthermore, key stakeholders in each energy agency were personally contacted and invited by the EnR presidency (DENA). The event was further announced on platforms such as LinkedIn.



• Impact

Number of participants (in-person and online): 16

Profile of participants: Representatives of National Energy Agencies from Germany, Bulgaria, Hungary, Lithuania, Greece, Portugal and Slovakia



4.4.4. Internal events - final events

Final national event - SPAIN

- **Description**

Date of the event: January 24th, 2024

Language: English

Target audience: Target 3

Description: The Dialogues Referee Discussion Session focused on the crucial theme of "Strengthening Energy Citizenship: Policy Solutions and Tools to Support Collaborative Policymaking." The event, consisting of intervention panels and open discussion slots, aimed to explore innovative approaches for fostering energy citizenship. REFEREE presented the Policy Support System based on the outcomes of performed Pilot tests in Spain (Pozuelo de Alarcón SECAP, Mancomunidad del Alto Palancia, SECAP plans in Tarragona Province). They also presented the PSS as a means to sensitize stakeholders in implementing EE measures, by providing additional non-energy impact indicators.

Dissemination: The participation of REFEREE in this event was advertised on the website and social media, and reported in REFEREE and other projects's newsletters.



- **Impact**

Number of participants: 23

Profile of participants: Participants involved in the world of energy citizenship, from private entities (lawyers, energy companies), from public entities (Barcelona Regional Province, academic entities).



Final national event - GERMANY

- **Description**

Date of the event: 6 May 2024

Language: German

Target audience: Target 3

Description The webinar was designed specifically for the personnel of local administrations and political representatives of local municipalities. Participants were introduced to the REFEREE project, the local policy tool and the case study with Bad Dürkheim.

Dissemination: Local municipalities were invited that previously had collaborated with B.A.U.M. Consult. Further, a circle of climate managers from local administrations surrounding our pilot region Bad Dürkheim were invited by our contact person from the region.



- **Impact**

Number of participants: 10

Profile of participants: Climate managers of local administrations and technical officers of local politics, from 6 different municipalities.

Final national event - ITALY

- Description

Date of the event: 18 June 2024

Language: Italian

Target audience: Target 3

Description: The primary focus was to introduce the REFEREE Tool to local administration to support them in the planning and implementation of energy and environmental policies. The online workshop highlighted the tool's role in assisting local and regional authorities in crafting ambitious energy strategies in alignment with the European Green Deal and the "Fit for 55" initiative.

Dissemination: The event was advertised to the relevant local stakeholders in Italy, using ISINNOVA's network (including via their social media channels). In the end 23 people registered to this event.



- Impact

Number of participants: 14

Profile of participants: Policymakers, public officers and technicians from Italian municipalities. It is worth noting that Summing up the participants to this workshop to the 25 Italian regional and local authorities that participated to the workshop on the 13th of June 2024 (see page 49) allows to affirm that the REFEREE tool was directly presented to, at least, 39 regional and local entities.

Final national event - BULGARIA

• Description

Date of the event: 21 June 2024

Language: Bulgarian

Target audience: Target 3

Description: The primary focus is introducing the REFEREE Tool to those national authorities (Ministry of Energy and Ministry of Environment and Water), responsible for updating the National Energy and Climate Plan 2021-2030 (NECP). The roundtable highlighted the tool's potential role in assisting national authorities in evaluating the impact of the current energy policies and measures in the updated NECP.

Dissemination: The event was advertised to the relevant local stakeholders in Bulgaria, using CSD's network among the Bulgarian national authorities.



• Impact

Number of participants: 40

Profile of participants: Bulgarian policymakers from the national administration, energy and climate experts, representatives of the business sector and NGOs



Final conference at the European Sustainable Energy Week

- **Description**

Date of the event: 12 June 2024

Language: English

Target audience: Target 1/2/3

Description: The conference introduced the REFEREE tool and its potential calculations at the national and local levels. It gave examples of these calculations by asking speakers to respond to certain energy efficiency questions in different national contexts, and involved the audience through a slido. It took the role of a “gameshow” that allowed all participants to test out the tool directly.

Dissemination: The participation of REFEREE to the European Sustainable Energy Week was advertised on the REFEREE social media channels through out the month of May, as well as through partners’ social media. A [blogpost](#) summarising the event is available on the REFEREE website and the [full recording](#) can be access on the EUSEW official Youtube channel.



- **Impact**

Number of participants (in-person and online): 310 (52 in-person and 258 online)

Profile of participants: Energy experts, policy officers, private and public stakeholders



5. Achieving our KPIs

Description of the KPI	Target	Achieved	Comment
Number of policymakers engaged throughout the project	50	512	This includes both REFEREE events and the presentation of REFEREE during external or joint events, however this does not include digital engagement (newsletter etc.)
Number of participants in REFEREE events	200	503	This does not include participants during external events or joint events.
Number of workshops and meetings	8	12	This includes 5 PAG workshops, 1 meeting with national energy agencies, 1 training workshop with national authorities (see 4.4.3) and meetings with key stakeholders (see 4.4.1)
Number of webinars / online meetings	4	15	See country breakdown in section 4.4.3
Number of final events at national level	3	4	See section 4.4.4
Number of participants for each national final event (average)	25	22	N/A (see 4.4.4 for more details)
Number of final events in Brussels	1	1	N/A (see 4.4.4 for more details)
Number of participants for final event in Brussels	40/50	310	52 in-person, 258 online (see 4.4.4 for more details)
Number of presentations in external events	10	7	This excludes bilateral meetings. Although fewer presentations during external or joint events occurred during the project (mostly due to the delay with the launch of the tool) the participation for these 7 events was very high, with 609 participants overall , almost 90 per event (see section 4.4.2).

Description of the KPI	Target	Achieved	Comment
Number of publications in mass media and quotes in other publications	10	15	N/A (see section 4.2)
Number of scientific publications	3	3	N/A (see section 4.3)

Overall, the dissemination of the project has been very successful.

Events (meetings, workshops, presentations, conferences etc.) gathered **1128 participants in total, 503 from internal events and 625 from presentations during external events** (this also includes collaboration events and bilateral meetings). While internal workshops were mostly focused on providing quality insights and training to a smaller number of people (which was very important due to the complex nature of the tool and the need for guidance), final events organised by the REFEREE partners gathered more people with different backgrounds with the purpose of making the tool known to maximise its use. The most successful and impactful event organised during the course of the project was the final conference held during the 2024 European Sustainable Energy Week as an interactive policy session. This event alone gathered 310 participants, 52 in-person and 258 online.

Almost half the the people engaged during these events have been **policymakers** (528), at local, regional, national and European levels, exceeding our expected targets significantly. This is paramount as policymakers are one of the main end-users of the REFEREE tool. Other target audiences reached were civil society organisations (272), industry (167), the scientific community (87) and more marginally the general public and investors (62 and 28 respectively). This makes sense since the general public has mostly been engaged through digital communication activities rather than events and meeting, which were targeted towards the REFEREE tool itself.

Despite very good results, two KPIs were not entirely reached. The first was the number of presentations of the REFEREE tool during external events (7 instead of 10) and the second was the average number of participants during the final national events (22 instead of 25). Both of these lower performances can be explained mostly by the delay in the launch of the tool and the concentration of activities during the last six months of the project (finalisation of the case studies, launch of the tool, organisation of the final conference and final events, etc.). However, the results can easily be compensated on the one hand, by the fact that the presentations that did happen were very meaningful and attracted many participants, namely 625 participants (609 when excluding bilateral meetings), thus averaging almost 90 participants per presentation. In addition, the external

events chosen had a tremendous impact for the project since they targeted exactly the right audience for the tool. The presentation of REFEREE during the European Energy Efficiency Day, during the European Summit of Regions and Cities, and during a session of the ENVE commission of the Committee of the Regions can be seen as high points of the project, at the same level as some of our internal events. On the other end, the slightly lower number of participants during final national events can also be compensated by exceeding expectations with the final conference of the project in Brussels during the EUSEW and by excellent outcomes to reach policymakers overall.

Although KPIs did not include the digital reach of REFEREE, it is worth noting that throughout the project, REFEREE managed to engaged around 100,000 people with its digital contents, whether through its newsletters, online articles, its press release, its social media posts and its website. The audience here was less specialised and included most of the categories above more homogeneously.

6. Conclusion

In conclusion, the REFEREE project culminated in the creation of a free online tool designed to evaluate the comprehensive impacts of energy efficiency measures, particularly focusing on non-energy effects at both national and local levels. Throughout the project's duration, from October 2020 to June 2024, Work Package 6 (WP6) spearheaded efforts to disseminate information, aiming to elevate awareness about energy efficiency and its diverse benefits, as well as to promote the REFEREE tool among various stakeholders, including policymakers.

The project's communication plan was dynamically updated to align with the tool's development phases, ensuring targeted and effective outreach. Dissemination activities were strategically executed through multiple channels such as the project website, social media, newsletters, different types of events, and external platforms. These efforts were tailored to engage also the general public, in addition to the extensive EU and national energy network, potential users like policymakers, energy agencies, and NGOs, on the overall importance of energy efficiency, as well as emphasize to them how the REFEREE tool can be a key player in helping implement efficiency policies.

Overall, the dissemination activities not only highlighted the project's progress and developments but also significantly contributed to raising awareness and encouraging the integration of energy efficiency benefits across different sectors. It also helped build and develop an ideal audience to receive the REFEREE tool once it was officially launched. The impact of these activities underscores the project's success in reaching a broad and diverse audience, fulfilling its dissemination objectives comprehensively.

7. Appendixes

7.1. Communication Plans - Initial version (May 2021)

Year	Month	Phase	Activities
2020	1 October	Phase 0: Preparation of REFEREE communication strategy and tools	Creation of visual identity and information material
	2 November		Mapping of initiatives and types of audience
	3 December		Creation of project website
2021	4 January		Design of a social media strategy
	5 February		Communication and dissemination plan
	6 March		1st Policy Advisory Group
	7 April	Phase 1: Informing society about the project and the impacts of energy efficiency interventions	Launch of REFEREE communication
	8 May		First newsletter
	9 June		Project leaflet
	10 July		
	11 August		Frequent social media posts
	12 September		
	13 October		
	14 November		2nd Policy Advisory Group
	15 December		
2022	16 January		2nd newsletter
	17 February		
	18 March		Frequent website updates and news
	19 April		
	20 May		Video
	21 June		
	22 July		
	23 August		
	24 September		3th Policy Advisory Group
	25 October		
	26 November		3rd newsletter
	27 December		
2023	28 January		
	29 February		
	30 March		4th Policy Advisory Group
	31 April	Phase 2: Promoting the REFEREE Policy Support System	Training workshops
	32 May		Bilateral meetings
	33 June		Infographic
	34 July		Policy brief
	35 August		Seminar with financial institutions
	36 September		4th newsletter

Year	Month	Phase	Activities
2024	37 October		Policy breakfast with a European institution
	38 November		5th Policy Advisory Group
	39 December		Press release
	40 January		Webinars
	41 February		Final events in partner countries and in Brussels
	42 March		Final report on dissemination activities
	April	Phase 3: Maintaining REFEREE's results and tool visibility after the project	Website and tool still available
	May		Open source access to REFEREE resources
	June		Social media posts

7.2. Communication Plans - Revised version (March 2023)

	What	Audience	Status
January 2023	Publication of the infographic (in several languages) on the multiple benefits of energy efficiency	Target 3	Done
	Promotion of the infographic on our social media channels	Target 3	Done – but we will continue to use the infographic on our SM channels in Jan/Feb
February 2023	Publication on a blogpost on PAG meeting n°3	Target 2	Done
March 2023	Beginning of a new weekly series on social media: #EfficiencyFridays to highlight EE measures in cities	Target 1	Every Friday from March 10th
	Leaflet on the tool	Target 1	Ready in March but to be published and used throughout the project
April 2023	Video on the multiple benefits of energy efficiency	Target 3	tbd
May 2023	PAG n°4: social media + blogpost	Target 2	Possibly cancelled? delayed?
June/July 2023	Publication of the policy brief on the multiple benefits of energy efficiency	Target 3	tbd

	Key messages on social media from the policy brief	Target 3	tbd
	Newsletter n°1 on the tool, focusing on the political dimension of the project	Target 2 + 3	Following policy brief release date
September 2023	Interviews with each partner conducting a case study: either written or video interviews	Target 2	tbd
	PAG n°5: social media + blogpost	Target 2	tbd
October 2023	4 policy workshops to conclude the case studies	Target 1	tbd
	Newsletter n°2 on the tool, focusing on the case studies	Target 2	Depending on the timing of the case studies
	Policy breakfast (dissemination seminar) at the EP	Target 1 + 2	tbd
November 2023	Press release about the project and the easy-to-use tool will be sent out to journalists (specialised in energy, health, economy and Europe).	Target 2 (+ 3)	tbd depending on the launch of the tool
	Project consortium General Assembly in Paris: social media + blogpost	Target 2	tbd
December 2023	Dissemination seminar with financial institutions in Bxl or Luxembourg	Target 1 + 2	tbd
	Newsletter n°3 on the release on the final tool (+ on passed events)	Target 2	tbd depending on the launch of the tool
January / February 2024	4 webinars with local and regional policy makers: social media and blogpost	Target 2 (+ 3)	tbd (?)
March 2023	Final conference in Brussels: social media and blogpost	Target 2 (+ 3)	tbd

	Newsletter n°4: Final results of the project (highlight of the final conference) and perspectives for the tool	Target 2 (+ 3)	Following the final conference
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7.3. Communication Plans - Revised version (September 2023)

When	What	Who	Notes
Q3 2023			
27 July 2023	Policy brief about the multiple benefits of energy efficiency and how to integrate them into policy design	JDI	Published, promotion on social media in early September (done)
13 September 2023	Newsletter n°1, focusing on the political dimension of the project	JDI	Ready to be sent
19 September 2023	Enlarged PAG meeting n°4	JDI	Organisation is very advanced
Q4 2023			
Late Oct. / Early Nov. 2023	Newsletter n°2, focusing on energy efficiency news	JDI	Tbd – Could highlight the partners' work on energy efficiency and/or focus on ongoing strategic files (eg. EPBD revision)
End of November	Project consortium General Assembly in Paris	JDI	Framadate sent
Early December	"Are you energy efficient" publication	EEB	Possibly in the framework of a collaboration with BEUC
Q1 2024			
January / February 2024	4 policy workshops to conclude the case studies	CSD	These two events could be combined. <ul style="list-style-type: none"> • Closing event with case studies participants, but hybrid to include wider audience of policymakers • 2 panels: one panel to close the case studies, one panel that
January / February 2024	6 webinars with local and regional policy makers	BAUM	

			includes the experience of other local/regional policymakers
February 2024	Policy breakfast (engagement/ dissemination seminar)	EEB	Tbd - Could be organised in the framework of a collaboration with FEDARENE , which federates the national energy agencies like ADENE, ENEA and others.
Beginning of March 2024	Newsletter n°3 to look back on case studies, past events and give some EE news	JDI	N/A
Q2 2024			
End of March/ April 2024	Dissemination seminar with financial institutions in Bxl or Luxembourg	BAUM	Tbd – Alternatively, we could organise a dedicated panel on this topic during the final event (inviting EEFIG?)
May/June 2024 June 2024	Final conference in Brussels	EEB	Possibly as part of EUSEW official programme Alternatively, at the Committee of Regions since the regional/local level will be the most relevant after the NECP revision by MS (June 2024)
	Press release about the project and the easy-to-use tool will be sent out to journalists (specialised in energy, health, economy and Europe).	JDI	To be sent during the final conference
	Newsletter n°4: Final results of the project (highlight of the final conference) and perspectives for the tool	JDI	To be sent right after the final conference Alternatively if the tool is ready to be made publicly available: to be sent beforehand to announce and promote the final conference
End of June 2024	Reporting on all communication and advocacy activities	JDI	N/A

7.4. Press release



Paris, 14 May 2024

Press release

Launch of the Referee Tool: Assessing the Real Impact of Energy Efficiency

Energy efficiency is a cornerstone of the European Green Deal and the EU's pathway toward carbon neutrality. With implementation efforts underway across the EU, the Referee tool stands ready to support decision-makers and stakeholders in their energy efficiency planning while embracing a multi-benefits approach.

The Referee consortium announces the **launch of the Referee tool, which everyone can use to conduct multiple benefits assessments with minimal time and effort**. Free and user-friendly, REFEREE quantifies energy and non-energy impacts of energy efficiency measures on elements such as employment, public budget, air pollution, and energy dependency.

"At the heart of the Referee tool is a commitment to unraveling the broader impacts of energy efficiency beyond mere energy savings," stresses Stefano Faberi, coordinator of the Referee project from the independent research institute ISINNOVA.

Curious about how increasing heat pumps will affect the job market? Wondering how phasing out ICE vehicles will improve air pollution? REFEREE has got you covered across local, national and EU levels. The Referee tool can process different policy instruments, such as taxes or subsidies on fuels or vehicles, technology or fuel phase-out, mandatory change in the energy mix, increases in building renovation rates, and more.

Built on state-of-the-art stock, techno-economic, and macro-econometric models, the Referee tool is poised to deliver insightful and reliable data. As stated by Iakov Frizis, Senior Economist at Cambridge Econometrics and co-developer of the Referee Tool, *"thanks to the different reference scenarios available, which account for various levels of implementation of EU policies and for future increases in fossil fuel prices, the results provided by Referee will remain relevant over time"*.

"As we accelerate energy efficiency efforts across Europe, it's imperative to recognize and quantify the wider benefits for society," sums up Camille Defard, head of the Jacques Delors Energy Centre in Paris. *"Referee simplifies this process, enabling stakeholders to assess the true value of energy efficiency measures beyond traditional metrics."*

For more information and to try the Referee tool, visit refereetool.eu.

REFEREE is a European-funded Horizon 2020 project (under grant agreement No 101000136) running from October 2020 to June 2024. Driven by an international and multi-disciplinary team, and involving stakeholders, the project aims at developing an easy-to-use policy assessment tool for energy efficiency measures, and raise awareness about energy efficiency and its multiple benefits.

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